

PLATFORM STRATEGY:

BUILDING AND THRIVING IN A VIBRANT ECOSYSTEM



WHEN

TBD

PRICE

\$5,100

WHERE

Blended (Live Online/
Cambridge, MA)

Live Online

EXECUTIVE CERTIFICATE TRACK

Digital Business

Some of the most successful firms are those that have adopted a digital platform model—a strategy where two or more disparate groups interact over a platform to co-create value. Today, the cloud, social media, and mobile devices are fueling platform competition, and companies want in. However, their technology or business strategies often fall short. In *Platform Strategy: Building and Thriving in a Vibrant Ecosystem*, you will learn why and how your business strategies may need to be revised to develop a successful digital platform approach. Through case studies and tools not often found in more traditional approaches to enterprise and product strategy, you will emerge with insights into how you can refresh your company's business strategies for success and participate profitably in the multi-sided marketplaces of the future.

Please visit our website for the most current information.

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MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY*



Pierre Azoulay



Catherine Tucker

**Please note, faculty may be subject to change.*

TAKEAWAYS

This program will enable you to:

- Identify examples of traditional and non-traditional forms of platforms
- Describe the common evolution patterns of multi-sided platforms
- Identify customer and user groups whose affiliation with the platform is most valuable
- Design strategies to undermine an established platform or to defend against such attacks
- Describe the principles of platform pricing and how to inform the design of an effective pricing format
- Recognize the concrete implications of trade-offs in platform design, governance, and staging

WHO SHOULD ATTEND

- Leaders of corporate strategy and business development
- Marketing executives
- Product and service development leaders
- R&D and innovation executives
- Heads of application development and content management



I strongly recommend this course to everyone who is interested in platforms.

The faculty engagement and the quality of the discussions with participants from all over the world made this course so valuable for me.

OVERALL RATING | ★ ★ ★ ★

– Karl-Heinz R

CONTACT INFORMATION

MIT Sloan Executive Education

P +1-617-253-7166 | **E** sloanexeced@mit.edu

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MIT012022

